



ROCOCO DESSOUS

rococodessous.com

Tease: Drawing inspiration from ancient Egyptian empires to Russian czars, Victoria's Secret designer Breanna Lee's high-end Rococo Dessous line is all about gold, gold, gold.

It Factor: All that gold comes from carefully made 24-karat gold thread. Fittingly, the company's collections are heavy on black-and-gold designs. That pricey thread starts in Switzerland, then is hand-made and customized in New York. For Lingerie Fashion Week, Lee (r.) will be debuting her first bridal collection, marrying gold thread and ivory.

Centerfold: Modern princesses, women who spend their entire days in lingerie, and men with deep pockets.

Measurements: \$3,000-\$6,000



YOU! LINGERIE

you-lingerie.com

Tease: After having her first child, Uyo Okebie-Eichelberger couldn't find a nursing bra that wasn't ugly, itchy or costly.

"On one extreme, everything was plain and matronly," she says. "On the other extreme, I did find some pretty things but they were really expensive. I couldn't justify spending upward of \$65 for whatever I was going to wear while breast-feeding." So she founded You! Lingerie.

It Factor: After just three years, You! is already sold online and in more than 100 stores internationally. That's because Okebie-Eichelberger has found a way to make pregnant and nursing ladies look sexy.

Centerfold: New moms who want to fit in with Kate Middleton and Kim Kardashian.

Measurements: \$13-\$40

The frill of the NIGHT

NEVAEH INTIMATES

nevaehintimates.com

Tease: Founder Melissa Franchi created Nevaeh — yep, "heaven" backward — in 2011. Think uber-feminine shapes, lace details, pearl decoration and hot pink bows.

It Factor: "We're here to create exquisite lingerie that's erotic without being overly explicit," says Franchi (inset l.). Look for Italian silk viscose mixed metals, and the idea that everything — briefs, garters and thongs — should be adjustable. "If you gain weight or lose a few pounds," says Franchi, "these pieces change with you."

Centerfold: Cosmo readers looking to transition office outfits into cocktail hour — and then right into bed at night.

Measurements: \$86-\$260

